

Commonwealth of Massachusetts  
**9th Annual Environmentally Preferable Products  
Vendor Fair and Conference**

*SUSTAINABLE PURCHASING:  
COMMON CENTS FOR THE COMMONWEALTH*

OCTOBER 8, 2003  
WORCESTER'S CENTRUM CENTER



## **2003 Event Report**



**Sponsored by the Operational Services Division**

With funding provided by  
Executive Office of Environmental Affairs and  
Department of Environmental Protection

## INTRODUCTION

On October 8th, 2003, the Operational Services Division (OSD) successfully hosted the 9th Annual Environmentally Preferable Products (EPPs) Vendor Fair and Conference at Worcester's Centrum Centre. For the 867 registered attendees, comprised mostly of state and local government purchasers, the event provided an opportunity to visit with over 100 exhibitors of EPPs and participate in a full day of educational workshops. Featured areas included less toxic cleaners, non-chemical water treatment technologies, ecological landscaping and grounds keeping products and services, water conservation devices, less polluting automotive fuels and maintenance products, compostable and/or reusable items, recycled paper and packaging, energy efficient equipment, and much more. (Appendix B provides a complete list of product categories and names of exhibiting suppliers).



The conference is organized annually by the Environmentally Preferable Product (EPP) Purchasing Program within OSD, the Commonwealth's central purchasing office. Established to create markets for materials collected in recycling programs and identify areas to reduce the environmental impact of state and local government operations, the EPP Program provides education, research and training aimed at increasing the procurement of EPPs throughout state agencies, institutions and local government departments.<sup>1</sup> (More information on the EPP Program is available in Appendix A of this report).



Now entering its tenth year, the EPP Vendor Fair and Conference represents a key element in the education and outreach efforts of the EPP Program. It is the only event of its kind in the northeast that brings together public sector purchasers from throughout the state and neighboring region to learn about issues surrounding the purchase of EPPs. Along with the exhibits, nearly one dozen educational workshops offer attendees the latest information from both experts and peers on performance, price, and the environmental benefits of purchasing these goods and services. The event is primarily financed through the exhibit fees and supporting sponsorships provided by the participating businesses.

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<sup>1</sup> Environmentally Preferable Products (EPPs) are products and services that represent a lesser or reduced impact to human health and the environment than competing products that serve the same purpose. EPPs may be products that contain recycled materials, minimize waste, conserve water or energy, or reduce the amount of toxics either disposed of or consumed.

## EVENT OVERVIEW

Although the event is managed by OSD, the overall planning and final implementation is a collaborative effort involving several agencies and departments from state, federal and local government levels, as well as environmental non-profits. Aside from OSD, the EPP Vendor Fair 2003 event team included members from the following agencies and organizations: the Executive Office of Environmental Affairs, Department of Environmental Protection, Division of Capital Asset Management, US Environmental Protection Agency-Region I, and Center for a New American Dream.

The unique purchasing focus of this event typically draws a broad range of state, local and institutional personnel from throughout the area, as well as diversity in participating businesses. Reflective of prior events, attendees of the 2003 conference included an estimated 45% from agencies and authorities of the state and 40% from municipal departments. An estimated 10% represented colleges, universities, and public schools, and the remainder from state offices and departments outside the Commonwealth. The exhibitors included small to large Massachusetts businesses that offer environmental products and services, local and national manufacturers that use recycled content in their products, regional EPP suppliers and promoters of new and innovative environmental technologies. Several models of electric, hybrid and alternative fuel vehicles were on hand as well for a test drive, including a waterless street sweeper (photo below), already in use by one MA community and pedal power/electric carts.



This year's event specifically addressed the budget challenges faced by many state and local governments by focusing on ways to save money through green purchasing. Some of the topics featured in the slate of workshops included:

- *Cutting Costs with Cutting Edge Products,*
- *Gain Without Pain - Saving Money and Energy,*
- *Greening Your Lawn, Sports Field and Budget,*
- *Cleaning for Health with EPPs,*
- *Best Management Practices-Sustainability in Action, and*
- *Green Renovations without Demolishing Your Budget.*

For a full list of workshops and links to many of the power point presentations and to download a copy of the event program, readers may visit <http://www.state.ma.us/osd/enviro/VFPAGES/pages2003/2003-materials.html>.

The noon lunch allows attendees and exhibitors to network before the speaker and award presentations portion of the program begins. This year's keynote speaker Douglas Foy, Secretary of the Office for Commonwealth Development, recognized the outstanding EPP purchasing and sustainable practices efforts of those in attendance and outlined the "ten principles" his office has developed to guide the state toward sustainable development. Some of OCD's central initiatives discussed by the speaker include preventing loss of green space by redeveloping first, concentrating development and planning regionally, restoring and enhancing the environment, expanding housing and business opportunities, and providing choices in transportation. All ten principles can be viewed in detail at <http://www.state.ma.us/dhcd/components/housdev/10SDprin.pdf>.

## CONFERENCE SCHEDULE

|                     |   |
|---------------------|---|
| <b>7:45 – 9:00</b>  | Registration and Breakfast              |
| <b>8:00 – 3:00</b>  | Exhibitor Showroom Open                 |
| <b>9:00 – 10:00</b> | Workshop Sessions                       |
| <b>10:00-10:30</b>  | Exhibit Hall                            |
| <b>10:30-11:45</b>  | Workshop Sessions                       |
| <b>12:00-1:00</b>   | Lunch / Awards                          |
| <b>1:00 – 1:30</b>  | Dessert Reception/Hall                  |
| <b>1:30 – 2:45</b>  | Workshop Sessions                       |
| <b>3:00 – 3:30</b>  | Raffle / Door Prizes                    |
| <b>3:45 – 6:00</b>  | MassRecycle's Annual Event and Cash Bar |

## 2003 EPP PURCHASING AWARDS

In addition, six Sustainable Purchasing/Practices Awards were presented during the lunch session. Two Municipal Awards went to the City of Waltham and Sustainable Arlington. Waltham received recognition for their intensive approach to EPP purchasing that crosses over numerous city departments. Sustainable Arlington's award acknowledged the comprehensive program of sustainable community planning and growth the group developed in conjunction with the Town of Arlington. The Bureau of State Buildings (BSB) and Department of Correction (DOC - photo below) both received Agency Awards. BSB received one for their expanded recycling program and recent introduction of EPP cleaning products to four state buildings. DOC was recognized for their unparalleled commitment to recycling and a multi-facility electric retrofit project that saved nearly \$1.5 million in less than one year.



Business Awards were presented to Diversified Business Systems, a Haverhill- based printing company that uses only recycled paper and soy inks and recycles nearly 90% of all their waste from operations. Agresource, Inc. was awarded for their leadership efforts in waste reduction of organic material and for offering added value services aimed at saving money for their customers. Advanced Composting Systems (ACS) of Leeds, MA received the 2003 "Best of Show - Green Booth Award" for the most extensive use of recycled materials and environmentally preferable products in the actual exhibit. Readers may visit the EPP Vendor Fair Image Gallery to see pictures of the EPP Purchasing/Sustainable Practices Award winners and the overall event [www.mass.gov/osd/enviro/events](http://www.mass.gov/osd/enviro/events).

## PILOT PROJECTS

A new feature of the event this year was the opportunity for attendees to "win" a FREE trial product or service offered by over a dozen different exhibitors at the show. These "try before you buy" pilot projects were made known to attendees before and on the day of the event. Attendees simply registered their name at the booth of the exhibitor offering the trial. The exhibitors conducted a drawing and the event staff made the winner announcements during the closing session. Some of the projects included:

- **CONSTRUCTION MATERIALS - Conigliaro Industries** offered a **FREE** truckload of their popular PLAS-CRETE Blocks (28 blocks at 2x2x4"). The blocks are for building retaining and push walls, foundations, bins, and more (\$2400 value).
- **CLEANING PRODUCTS** - Each of the seven EPP cleaning product suppliers on statewide contract #GRO16 offered a **FREE** trial of their high performance products including dispensing systems and on-site staff training.
- **PLAYGROND SURFACE / GROUND COVER** – For just the cost of delivery, GroundScape Technologies offered **FREE** recycled rubber mulch, suitable for playground surfaces or mulch.
- **COPYING - Classic Copy & Printing** offered **FREE** copying on 30% recycled paper (\$100 value).
- **NON-CHEMICAL PEST CONTROL - Organic and Nature** – Provided a **FREE** product application and testing protocol (\$1000 value).
- **WATER CONSERVATION - Waterless Company of New England** offered No-Flush Urinals. Since these products require zero water, they can save an average of 45,000 gallons of water annually, while maintaining a sanitary odorless atmosphere.

## EVENT FUNDING AND SPONSORSHIPS

There is virtually no cost to the Commonwealth to conduct this event other than providing staff time. The event is funded by the exhibitor fees and show sponsorships. The fee to exhibit includes a furnished 8 x 10 booth space and meals and conference materials for one exhibitor. A number of exhibitors also choose to purchase “sponsorships” as a way to provide additional support for the event. Sponsorships may be in the form of a specific level of dollar support, or may be through a product donation or the



financing of a specific conference activity (e.g. donation of conference tote bags, funding for a coffee break). Sponsorships, in turn, provide added benefits to those businesses in the way of increased visibility both prior and subsequent to the event (e.g. on the event website) and at the event itself, via signage and other acknowledgements.

Since the majority of the audience is comprised of Commonwealth purchasers and other public sector personnel, there is no charge to attend. In recent years, the charge was eliminated for out-of-state public employees and private businesses. The expanded audience appeals to the exhibitors as it broadens their marketing and sales potential beyond Massachusetts' borders. It also serves to benefit the Commonwealth by involving others in the overall partnership effort of promoting and purchasing of EPPs. Readers may visit <http://www.state.ma.us/osd/enviro/VFPAGES/pages2003/2003-sponsors.html> to view the event sponsor list.

## EVENT EVALUATION

Attendees and exhibitors complete evaluations each year as a means to provide comments to the conference coordinators. The event staff reviews and analyzes these evaluations in an effort to make the event more responsive to the needs of their audience and to improve upon the activities and agenda presented each year. Meeting monthly, the team determines a new theme and focus for the event, cooperatively agrees on a new slate of workshops, and considers innovative strategies for outreach and marketing to both exhibitors and attendees.

Some key findings based on the evaluations returned by the attendees of the 2003 event include:

- 99% found the exhibits to be useful.
- 83% said they found everything they came to see (several had suggestions for new products and services).
- 98% stated that they made new vendor contacts.
- 100% of those respondents said they would likely contact those businesses after the conference.
- 90% said the event would most likely lead to changes in their purchasing practices.
- 100% would recommend that this event be held again in the future.
- The majority of exhibitors and attendees stated satisfaction with the location and quality of services at the Centrum Centre.



## BENEFITS TO THE COMMONWEALTH

The Commonwealth benefits from the event on several levels. Of particular importance is the cost saving potential related to the EPP purchasing that the event serves to promote. Cost savings associated with EPPs may occur at the point of purchase, during product/service use or equipment operation and at the time of disposal. The information provided by the show exhibitors and the workshop sessions serve to educate attendees on all available opportunities to save money and avoid unnecessary costs. In an assessment report examining some of the cost savings realized by Massachusetts in one year alone, it was determined that the Commonwealth saved well over \$550,000 in Fiscal Year 2001 as a result of EPP purchasing in selected product categories.<sup>2</sup>

|   |   |
|---|---|
| <b>Natural resources saved -</b>          | <b>60,846 trees not harvested</b><br><b>240,321 gallons of crude oil avoided</b><br><b>17,828 cubic yards of landfill space saved</b> |
| <b>Materials diverted from disposal -</b> | <b>4,033 recyclable materials</b><br><b>20,607 gallons of motor oil</b><br><b>6,700 gallons of antifreeze</b>                         |
| <b>Energy savings -</b>                   | <b>1,131 car equivalents removed from the road/year<sup>1</sup></b>   |

Perhaps even more importantly, the numerous environmental benefits associated with purchasing these products and services were the primary rationale for establishing the current EPP Program. Therefore, any review of the annual conference should highlight the environmental advantages of increasing these purchases from year to year. While quantifying these benefits has been challenging for The Program staff due to limited resources and adequate tools, data supplied by the report referenced above indicates the following results based on purchases from Fiscal Year 2001 (additional examples available in the report can be viewed on the web at <http://www.state.ma.us/osd/enviro/material.htm>).

Finally, the EPP Vendor Fair and Conference provides a boost to the local and regional economy by offering a valuable forum for many local manufacturers and distributors of environmental products/services to meet face-to-face with members of the largest purchasing group in the state. Such visibility allows them the opportunity to market their company at a very cost efficient price, attract new customers, and partner with complimentary businesses to expand their organization's potential. The show serves to heighten environmental awareness which in turn, can lead to increased market based demand for these goods and services.



<sup>2</sup> Program Assessment for the Commonwealth of Massachusetts Environmentally Preferable Products Program, submitted by the Northeast Recycling Council, 2002.

## RECOMMENDATIONS FOR 2004 EVENT

The EPP Program and event coordinating team realizes that in order to maintain a high level of success and continue to attract a broad audience of both attendees and exhibitors, the conference must offer fresh ideas and approaches every year. To help facilitate this process, participants of the event have the opportunity to offer general comments and recommendations for the upcoming year on their evaluation forms. The following represents a sampling of the comments received in 2003:

- Everything is well organized – great diversity of activity
- Great opportunity to learn from the vendors and network with peers in other parts of the state
- Bring in new products but continue to keep the old stand-bys
- Would like a larger exposition area
- Changing to EPPs looks easier than I thought
- Presentations were interesting, but should be longer
- Some of the products attendees requested to see more of include - water conservation products, solar panels, interior construction (e.g. flooring, lighting, furniture), consumer items, additional types of cleaning products (graffiti removal, floor care, furniture polish)
- Give people a sense of who and how many are attending (e.g. demographics – to show the increase in attendance over the years)
- I plan to introduce some of these products into our schools
- Never enough time to do everything!



In reference to this input and other observations made by the event coordinators, some areas for adjustment in 2004 may include:

### Workshop Session Logistics

Providing detailed written instructions for all moderators in advance of the conference regarding how to conduct their session may serve to promote greater efficiency in this area. To render a greater return rate of evaluations from attendees, the speaker's names will be pre-printed on the form and participants will be reminded (via a power point slide toward the close of the session) to submit them.



### Collaboration with Outside Organizations

The event team plans to consider the objectives established by related organizations such as MCAN, International Council for Local Environmental Initiatives (ICLEI), Center a New American Dream and the North Eastern Governors and East Canadian Premiers (NEG/ECP) for 2004. Working with these groups serves to strengthen the impact of the EPP Program efforts on such broad issues as climate change, greenhouse gas emissions, and energy efficiency and elevate them to a regional and/or national level.

### Exhibitors and Showroom

The tenth annual event plans to offer a special acknowledgement for those exhibitors that have been supporting the show since its inception in 1995. Considerations include a large video screen centrally

placed in the main lobby that runs continuous during the show to show their names and company logos, signs and program features. The Pilot Projects and door prizes will be advertised in the conference announcements preceding the event in order to stimulate increased showroom activity.

### Marketing and Outreach

Marketing to attract new exhibitors will include the demographic information suggested by the evaluations. Sponsorships may also be offered to various environmental non-profits (e.g. US Green Building Council, Green Roundtable) and other energy related organizations (e.g. Energy Service Companies - ESCO contractors) that could benefit from receiving visibility with the targeted event audience. Outreach to attendees should include those organizations eligible to use Purchase of Service contracts (e.g. catholic charities and other non-profits).

**The date scheduled for the 10th Annual Buy Recycled and EPPs Vendor Fair and Conference is Tuesday, October 26, 2004.**

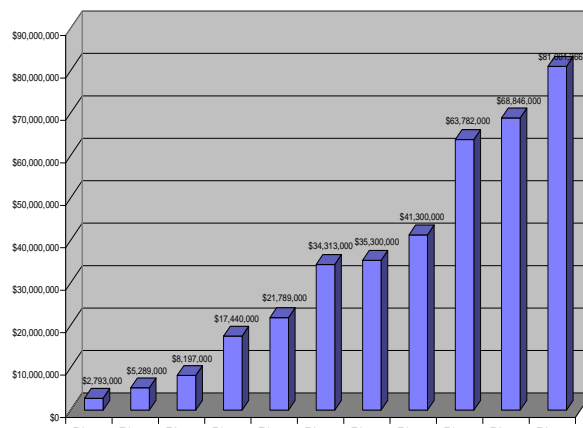
## CONCLUSION

After years of working with various agencies and departments on environmental procurement issues, the EPP Program staff surmised that allowing purchasers to make well-informed decisions is more effective and efficient than requiring those buyers to comply with mandates. Education and training is an integral part of the Program's efforts to promote the purchase and use of EPPs.

The education and outreach activities conducted by the EPP Program include updating and posting EPP statewide contracts on the web, distributing a bi-monthly electronic EPP newsletter, conducting targeted workshops to contract users, tracking and promoting the increase of EPP purchases (see Figure #1) and creating publications of various resource materials. However, based on the feedback of event participants and increasing attendance over the years, it is clear that the EPP Vendor Fair and Conference is an essential component of the overall program.

The conference permits buyers to network with their peers and learn about issues surrounding EPP purchasing directly from the suppliers, manufacturers and product users. It also exposes them to new innovative technologies that can often save them money and reduce the environmental impact of their purchasing practices. The educational workshop sessions provide a forum in which purchasers receive first hand information from peers and industry experts regarding product performance and cost. Finally, the event enables purchasers and others in surrounding states to take advantage of the resources provided by Massachusetts and work to replicate similar programs in their areas.

Since 2004 marks a tenth annual milestone for the conference, the coordinators are already in the process of considering a theme that reflects on the progress and success of the past decade, while looking ahead with the foresight and vision for the future.



**Figure #1**  
**Massachusetts Recycled Purchases**  
**FY 1992 - FY 2002**



## APPENDIX A

### Commonwealth of Massachusetts Environmentally Preferable Product Purchasing Program



#### **ABOUT OSD'S ENVIRONMENTALLY PREFERABLE PRODUCT PROGRAM**

The Massachusetts' EPP Program (the Program) was one of the first comprehensive efforts in the U.S. to use government purchasing power to reduce the environmental and health impacts of state procurement practices and foster markets for EPPs. To accomplish this goal, the Program established the following objectives:

- Increase purchases of recycled and other EPPs through expanded access to EPP statewide contracts,
- Educate agency and municipal staff on the benefits and opportunities associated with EPPs,
- Institutionalize EPP procurement activities among agency personnel,
- Improve tracking and reporting of EPP purchases, and
- Serve as a model for government programs throughout the United States.

With funding provided by the Executive Office of Environmental Affairs and the Department of Environmental Protection, two dedicated program staff are based at the Operational Services Division for the purpose of assisting the OSD purchasing teams in incorporating EPPs into statewide contracts. The program staff also works with the vendor community to encourage manufacturers and suppliers to offer EPPs as part of their product/service selection. The result is that there is currently over three dozen statewide contracts that contain EPPs and hundreds of local and regional vendors.

The EPP Procurement Program has made a significant contribution to the economic and environmental health of the Commonwealth. Its stature as a national leader in innovative EPP programs and environmental protection has continued to grow, placing Massachusetts at the forefront of environmentally preferable procurement and policy development. The Program can be credited with permanently changing the way in which products are bid and procured in the state. (See more about the Massachusetts EPP Program on their website: [www.mass.gov/osd/enviro](http://www.mass.gov/osd/enviro).)

## APPENDIX B

### 2003 EPP Vendor Fair and Conference Exhibitor Directory / Product Categories

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#### Alternative Fuel Vehicles

General Motors Alternative Fuels  
Manchester / American Honda  
Toyota of Weymouth

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#### Audio Visual Products and Services

HB Communications

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#### Automotive Products

Antifreeze Technology Systems  
Dennis K. Burke, Inc.  
Terresolve Technologies

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#### Boxes and Packaging

Rentacrate, Inc.

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#### Building Materials / Supplies

Curtis - Newton Lumber  
Home Depot  
The Garland Company  
Warren Environmental

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#### Carpeting / Flooring / Outdoor Surfaces

Capital Carpet and Flooring  
DuPont Antron  
GroundScape Technologies  
Honeywell Nylon, Inc.  
Interface Flooring Systems  
Lees Carpet  
M.E. O'Brien & Sons  
nora Rubber Flooring  
The Mohawk Group

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#### Cleaning Products and Systems

Atlantic Cleaning Products  
Boston Chemical / M.D. Stetson Company  
Casey Engineered Maintenance, Inc. (EMI) / RMC  
Chemspec  
Edison Chemical Company  
EnvirOx, LLC  
Grainger Industrial Supply (Ramsey Products)  
Hotsy Equipment Company  
MSC Industrial Supply (RMC Products)  
OdorGone of CT  
Supreme Industrial Products Inc.

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#### Consumer Products / Services

Equal Exchange, Inc.  
Recycline, Inc.

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#### Electrical Supplies / Services

Energy New England (ENE)  
Northeast Electrical Distributors  
Standard Electric

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#### Facilities

Albeco Fastener / MASSCO, Inc.  
Grainger Industrial Supply  
MSC Industrial Supply

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#### Foodservice Ware

Greenwave Environmental / John Calarese & Co.

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#### HazMat / Medical Collection / Remediation

AERC Recycling Solutions  
Jones Environmental / Div. Of Veridium  
Medical Waste Disposal Company  
Microsorb  
Onyx Environmental Services

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#### Information

Bearing Point / Enhanced Comm-PASS  
Comm. of Mass. Dept. of Environmental Protection  
Comm. of Mass. State Surplus Property Office  
EcoTarium  
Environmental Protection Agency (EPA) New England  
Equal Exchange, Inc.  
WasteCap of Massachusetts

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#### Janitorial Paper Products

Albeco Fastener / MASSCO, Inc.  
Atlas Paper Mills / John Calarese & Co., Inc.  
Mansfield Paper Company  
Springfield Foodservice Corporation  
US Foodservice Corp.

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#### Landscaping Products and Services

Agresource, Inc.  
Advanced Marine Technologies / Bio-Products  
Bay State Fertilizer  
GeoHay  
GroundScape Technologies  
New England Recycling Co., Inc.  
North Country Organics  
Organic and Nature, Inc.  
Plant Health Care, Inc.  
Regenerated Resources

## APPENDIX B (continued)

2003 EPP Vendor Fair and Conference  
Exhibitor Directory / Product Categories

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**Office Equipment**

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IKON Office Solutions  
Konica Business Technologies  
Océ - USA, Inc.  
Perfecta Camera  
Savin Corporation  
Xerox Corporation

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**Office Furnishings**

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Creative Office Pavilion  
New England Office Supply, Inc.  
Office Resources, Inc.

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**Office Paper and Envelopes**

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Bay State Envelope  
Worcester Envelope Company  
xpedx

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**Office Supplies**

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Boise Office Solutions  
Corporate Express  
New England Office Supply, Inc.

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**Paint Products**

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E-Paint Company  
Paint Recycling Company  
Warren Environmental

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**Plastic Lumber and Playground Equipment**

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Conversion Products, Inc.  
GameTime / Marturano Recreation  
M.E. O'Brien and Sons, Inc.  
New England Recreation Group, Inc.  
Polywood Plastic Lumber

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**Prime Grocer**

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PFG / Springfield Foodservice Corporation  
US Foodservice Corporation

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**Printing and Related Services**

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Angelcraft Printing and Design  
Atlantic Graphic Services  
Classic Copy and Printing  
Diversified Business Systems  
Red Sun Press, Inc.

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**Promotional Items**

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Signature Marketing  
Rainbow Environmental Products  
Weisenbach Specialty Printing, Inc.

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**Recycling and Recycled Products**

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Advanced Composting System  
Aluf Plastics, Inc. / John Calarese & Co., Inc.  
Conigliaro Industries, Inc.  
HHH Incorporated  
J.P. Routhier & Sons, Inc.  
Phoenix Recycling, Inc.  
SCL A-1 Plastics  
The Bag Company

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**Road Treatment Products / Equipment**

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Chemical Solutions, Inc.  
Tennant Company

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**Toner Cartridges**

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Environmental Imaging Solutions, Inc.  
IKON Office Solutions  
G.A. Blanco & Sons, Inc.  
Lasertone Corporation  
Supply Solutions, Inc.

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**Trade Association / Non-Profits**

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American Plastics Council  
Carpet and Rug Institute  
Mass Clean Cities Coalition

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**Water Conservation**

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Energy New England (ENE)  
The New England Rainbarrel Company  
Waterless Company (R. Lewis & Co.)

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**Water Treatment (Ionization)**

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Conservation Solutions Corp.  
Water Purification Associates, Inc.